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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/764,977	01/26/2004	Curt D. Seymour	70026970-0011	9301

26263 7590 11/20/2006

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CHICAGO, IL 60606-1080

EXAMINER

HOGGE, GARY CHAPMAN

ART UNIT	PAPER NUMBER
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3611

DATE MAILED: 11/20/2006

Please find below and/or attached an Office communication concerning this application or proceeding.



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APPLICATION NO./ CONTROL NO.	FILING DATE	FIRST NAMED INVENTOR / PATENT IN REEXAMINATION	ATTORNEY DOCKET NO.
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101/64977

EXAMINER
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ART UNIT	PAPER
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20061115

DATE MAILED:

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Commissioner for Patents

See attached sheet.

Gary C Hoge  
Primary Examiner  
Art Unit: 3611

## DETAILED ACTION

### *Response to Amendment*


1. The reply filed on September 18, 2006 is not fully responsive to the prior Office Action because of the following omission(s) or matter(s): In the amendment filed April 19, 2006, the specification was amended to read: "The display and storage system of a preferred embodiment of the instant invention is described with reference to Figs. 1 and 2 showing the display and storage system of the prior art in which a customizable insert assembly 122 of the instant invention is used in place of the display sheet 22 of the prior art." However, there is no reference character "122" in either Fig. 1 or Fig. 2. Therefore, it is still unclear which elements of Figs. 1 and 2 are prior art. See 37 CFR 1.111. Since the above-mentioned reply appears to be *bona fide*, applicant is given **ONE (1) MONTH or THIRTY (30) DAYS** from the mailing date of this notice, whichever is longer, within which to supply the omission or correction in order to avoid abandonment. **EXTENSIONS OF THIS TIME PERIOD MAY BE GRANTED UNDER 37 CFR 1.136(a).**

2. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Gary C. Hoge whose telephone number is (571) 272-6645. The examiner can normally be reached on 5-4-9.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Lesley Morris can be reached on (571) 272-6651. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Art Unit: 3611

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.



Gary C Hoge  
Primary Examiner  
Art Unit 3611

gch